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Message Text

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PAGE 01 LONDON 07029 041359Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
----------017974 041456Z /50
R 041342Z MAY 78
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PARIS FOR ROBERT DEUTSCH

E.O. 11652: N/A
TAGS: BBSR, UK, FR
SUBJECT: GLOBAL MARKET RESEARCH - MACHINE TOOLS &
RELATED EQUIPMENT, FRANCE

REF: USDOC 5386

MID-TERM PROGRESS REPORT FROM TACTICAL MARKETING LTD.
IS AS FOLLOWS:
1) NO. OF PERSONAL INTERVIEWS:

	HELD	TO BE HELD
TRADE ASSOCIATIONS	2	1
TRADE PRESS	1	1
,		
IMPORTERS & AGENTS	4	3
INDUSTRIAL END-USERS	5	4
SECONDARY EQUIPMENT SUPPLIERS	2	2
SALESMEN	3	4
DOMESTIC MAKERS	3	4
OTHER	2	3
TOTALS	22	22

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PAGE 02 LONDON 07029 041359Z

2) RESEARCH REPORTEDLY PROCEEDING IN PHASE WITH TML'S
PLANNED DATA COLLECTION SCHEDULE. FIRM STATES THAT,
BOTH QUANTITATIVELY AND QUALITATIVELY, DATA SO FAR
GATHERED LEADS IT TO BELIEVE FINAL REPORT WILL PRESENT
A COHERENT, BALANCED AND DEFINITIVE PICTURE OF FRENCH
MACHINE TOOL MARKET.

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3) TML REPORTS THAT THERE APPEARS TO BE EMERGING A DISCERNIBLE IF LIMITED GROWTH MARKET FOR U.S. MACHINE TOOL INPUT INTO THE MARKET, BUT IT HAS TO BE REALISED THAT, AFTER MANY DOMESTIC CUTBACKS IN ENGINEERING OVER THE PAST FOUR YEARS, LOCAL INDUSTRY IS IN A CAUTIOUS MOOD. TML BELIEVES IT IMPROBABLE THAT OVERALL GROWTH WILL EXCEED 4 TO 5 PERCENT PER ANNUM IN REAL TERMS, ALTHOUGH AN ACCELERATION IS PREDICTED AFTER 1979 TO A MORE SUBSTANTIAL FIGURE, YET TO BE QUANTIFIED. HOWEVER, WHEN THE LONG-AWAITED UPWARD MOVEMENT IN OUTPUT OF MACHINED GOODS SHOWS CONSISTENCY, THE TRADE APPEARS TO BELIEVE THAT U.S. INTAKE SHOULD SHOW BETTER RELATIVE GROWTH THAN MOST OTHER SUPPLIER COUNTRIES, BECAUSE OF ITS TECHNICAL ADVANTAGES AND BETTER RECENT PERFORMANCE THAN THAT OF ITS GERMAN AND SIMILAR COMPETITORS.

4) NO SIGNIFICANT DATA OMISSIONS ARE FORESEEN AT THIS STAGE.

5) ACCORDING TO TML, SPECIFIC PRODUCT-AREAS FOR U.S. IMPORTATIONS WHERE GREATEST INTEREST IS BELIEVED TO LIE INCLUDE THE HEAVIER MACHINES FOR MULTI-FUNCTION WORKING; COMPUTER-CONTROLLED TOOLS; AND NUMERICALLY-CONTROLLED TOOLS; AND THOSE TOOLS WHICH HAVE A SPECIALISED AND INNOVATIVE FUNCTION.
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PAGE 03 LONDON 07029 041359Z

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